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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-79. (cancelled).

80. (Previously Presented) The method of claim 109, wherein the first favorites menu comprises a first pull-down menu and the second favorites menu comprises a second pull-down menu that differs from the first pull-down menu.

81. (Previously Presented) The method of claim 109, wherein the first favorites menu contains one or more links that enable access to the first content from a remote source, and the second favorites menu contains one or more links that enable access to the second content from a different remote source.

82. (Previously presented) The method of claim 81, wherein the remote source comprises a network services provider.

83. (Previously presented) The method of claim 81, wherein the first content comprises e-mail.

84. (Previously presented) The method of claim 81, wherein the first content comprises internet content.

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85. (Previously presented) The method of claim 81, wherein the first content comprises a chat session.

86. (Previously Presented) The method of claim 109, wherein the demographic groupings comprise maturity level groupings.

87. (Previously Presented) The method of claim 86, wherein the first demographic grouping comprises a child maturity level and the first favorites menu enables access to child appropriate content.

88. (Previously Presented) The method of claim 87, wherein the second demographic grouping comprises an adult maturity level and the second favorites menu enables access to adult appropriate content.

89. (Previously Presented) The method of claim 109, wherein automatically making the selected first favorites menu perceivable comprises making the selected first favorites menu perceivable without manual selection by the first child.

90-108. (canceled)

109. (Currently Amended) A method of tailoring a user interface ~~favorites menu~~ for a user, the method comprising:

        establishing a master screen name for a parent or guardian, the master screen name being associated with a network service provider account;

        logging the parent or guardian into the network service provider account under the master screen name;

        while the parent or guardian is logged into the network service provider account under the master screen name, receiving, from the parent or guardian:

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a first subordinate screen name for a first child of the parent or guardian, the first subordinate screen name being associated with the same network service provider account as the master screen name;

instructions to associate the first subordinate screen name with a first demographic grouping from among a list of demographic groupings;

a second subordinate screen name for a second child of the parent or guardian, the second subordinate screen name being associated with the same network service provider account as the master screen name and the first subordinate screen name; and

instructions to associate the second subordinate screen name with a second demographic grouping from among the list of demographic groupings;

associating the first subordinate screen name with the first demographic grouping, wherein the first demographic grouping designates a first favorites menu related to first content and configured to enable access to the first content by the first subordinate screen name having the first demographic grouping;

associating the second subordinate screen name with the second demographic grouping, wherein the second demographic grouping designates a second favorites menu related to second content and configured to enable access to the second content by the second subordinate screen name having the second demographic grouping, the second content being different from the first content;

receiving, from the first child and at the network service provider account, the first subordinate screen name;

in response to receiving the first subordinate screen name from the first child:

accessing the first demographic grouping associated with the first subordinate screen name;

based on the first demographic grouping associated with the first subordinate screen name, automatically selecting the first favorites menu from among a plurality of favorites menus that includes the first and second favorites menus;

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based on the first demographic grouping associated with the first subordinate screen name, automatically selecting a first set of user interface controls, the first set of user interface controls comprising a common control and a second control, the second control being selected from a group consisting of a control that is user-selectable to access stock quote information, a control that is user-selectable to access weather information, and a control that is user-selectable to make purchases online;

automatically making a first graphical display perceivable to the first child, the first graphical display including a first toolbar and a control that is user-selectable to access the selected first favorites menu ~~perceivable to the first child~~, the first toolbar including the common control and the second control, and the selected first favorites menu containing a first plurality of links, each link selectable to access particular content; and

enabling the first child to manually add links to the first plurality of links or remove links from the first plurality of links in the selected first favorites menu, wherein subsequent perception of the selected first favorites menus reveals a menu of favorites that includes added links and excludes removed links;

receiving, from the second child and at the network service provider account, the second subordinate screen name; and

in response to receiving the second subordinate screen name from the second child:

accessing the second demographic grouping associated with the second subordinate screen name;

based on the second demographic grouping associated with the second subordinate screen name, automatically selecting the second favorites menu from among the plurality of favorites menus;

based on the second demographic grouping associated with the second subordinate screen name, automatically selecting a second set of user interface controls, the second set of user interface controls including the common control and not including the second control;

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automatically making a second graphical display perceivable to the second child, the second graphical display including a second toolbar and a control that is user-selectable to access the selected second favorites menu perceivable to the second child, the second toolbar including the common control and not including the second control, and the selected second favorites menu containing a second plurality of links that is different from the first plurality of links; and

enabling the second child to manually add links to the second plurality of links or remove links from the second plurality of links in the selected second favorites menu, wherein subsequent perception of the selected second favorites menus reveals a menu of favorites that includes added links and excludes removed links.

110. (Previously Presented) The method of claim 109, wherein the list of demographic groupings comprises a list of different access levels to services provided by the network service provider account.

111. (Previously Presented) The method of claim 110, wherein the services comprise favorites menu services.

112. (Previously Presented) The method of claim 109, wherein the first demographic grouping includes a grouping based on an age of the child.

113. (Previously Presented) The method of claim 109, wherein the first demographic grouping includes a grouping based on a maturity level of the child.

114. (Previously Presented) The method of claim 113, wherein the grouping based on the maturity level of the child includes a kids grouping.

115. (Previously Presented) The method of claim 113, wherein the grouping based on the maturity level of the child includes a teenagers grouping.

116. (Currently Amended) A computer implemented system for tailoring a user interface favorites menu for a user, the system comprising:

means for establishing a master screen name for a parent or guardian, the master screen name being associated with a network service provider account;

means for logging the parent or guardian into the network service provider account under the master screen name;

while the parent or guardian is logged into the network service provider account under the master screen name, means for receiving, from the parent or guardian:

a first subordinate screen name for a first child of the parent or guardian, the first subordinate screen name being associated with the same network service provider account as the master screen name;

instructions to associate the first subordinate screen name with a first demographic grouping, from among a list of demographic groupings;

a second subordinate screen name for a second child of the parent or guardian, the second subordinate screen name being associated with the same network service provider account as the master screen name and the first subordinate screen name; and

instructions to associate the second subordinate screen name with a second demographic grouping, from among the list of demographic groupings;

means for associating the first subordinate screen name with the first demographic grouping, wherein the first demographic grouping designates a first favorites menu related to first content and configured to enable access to the first content by the first subordinate screen name having the first demographic grouping;

means for associating the second subordinate screen name with the second demographic grouping, wherein the second demographic grouping designates a second favorites menu related to second content and configured to enable access to the second content by the second subordinate screen name having the second demographic grouping, the second content being different from the first content;

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means for receiving, from the first child and at the network service provider account, the first subordinate screen name;

in response to receiving the first subordinate screen name from the first child:

means for accessing the first demographic grouping associated with the first subordinate screen name;

means for automatically selecting the first favorites menu from among a plurality of favorites menus that includes the first and second favorites menus based on the first demographic grouping associated with the first subordinate screen name;

<u>means for automatically selecting a first set of user interface controls based on the first demographic grouping associated with the first subordinate screen name, the first set of user interface controls comprising a common control and a second control, the second control being selected from a group consisting of a control that is user-selectable to access stock quote information, a control that is user-selectable to access weather information, and a control that is user-selectable to make purchases online;</u>

means for automatically making <u>a first graphical display perceivable to the first child, the first graphical display including a first toolbar and a control that is user-selectable to access</u> the selected first favorites menu ~~perceivable to the first child~~, <u>the first toolbar including the common control and the second control, and</u> the selected first favorites menu containing a first plurality of links, each link selectable to access particular content; and

means for enabling the first child to manually add links to the first plurality of links or remove links from the first plurality of links in the selected first favorites menu, wherein subsequent perception of the selected first favorites menus reveals a menu of favorites that includes added links and excludes removed links;

means for receiving, from the second child and at the network service provider account, the second subordinate screen name; and

in response to receiving the second subordinate screen name from the second child:

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means for accessing the second demographic grouping associated with the second subordinate screen name;

means for automatically selecting the second favorites menu from among the plurality of favorites menus based on the second demographic grouping associated with the second subordinate screen name;

means for automatically selecting a second set of user interface controls based on the second demographic grouping associated with the second subordinate screen name, the second set of user interface controls including the common control and not including the second control;

means for automatically making a second graphical display perceivable to the second child, the second graphical display including a second toolbar and a control that is user-selectable to access the selected second favorites menu perceivable to the second child, the second toolbar including the common control and not including the second control, and the selected second favorites menu containing a second plurality of links that is different from the first plurality of links; and

means for enabling the second child to manually add links to the second plurality of links or remove links from the second plurality of links in the selected second favorites menu, wherein subsequent perception of the selected second favorites menus reveals a menu of favorites that includes added links and excludes removed links.

117. (Previously Presented) The method of claim 109, wherein the first subordinate screen name comprises a first user identifier that identifies the first child and the second subordinate screen name comprises a second user identifier that identifies the second child, the first user identifier being different from the second user identifier.

118. (Previously Presented) The method of claim 117, wherein accessing the first demographic grouping associated with the first subordinate screen name comprises:

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using the first user identifier to identify a network service provider subaccount for the
first child under the network service provider account, and

identifying the first demographic grouping from information associated with the
identified network service provider subaccount.

119. (Previously Presented) The method of claim 118, wherein the network service
provider subaccount for the first child comprises an account setup by the parent or guardian for
the first child to enable the network service provider to provide limitations on access by the first
child to services provided by the network service provider and to provide a customized user
interface to the first child when accessing services provided by the network service provider.

120. (Previously Presented) The method of claim 117, further comprising:

storing, in a first entry corresponding to the first user identifier in a table, an identifier for
the first demographic grouping; and

storing, in a second entry corresponding to the second user identifier in the table, an
identifier for the second demographic grouping,

wherein accessing the first demographic grouping includes accessing, based on the first
user identifier, the identifier for the first demographic grouping in the first entry in the table, and

wherein accessing the second demographic grouping includes accessing, based on the
second user identifier, the identifier for the second demographic grouping in the second entry in
the table.

121. (Previously Presented) The method of claim 109, wherein the first subordinate
screen name comprises a name chosen for the first child that identifies the first child to other
users when the first child is communicating with the other users online.

122. (Previously Presented) The method of claim 109, wherein the first demographic
grouping is distinct from the second demographic grouping.

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123. (Previously Presented) The system of claim 116, wherein the first subordinate screen name comprises a first user identifier that identifies the first child and the second subordinate screen name comprises a second user identifier that identifies the second child, the first user identifier being different from the second user identifier.

124. (Previously Presented) The system of claim 123, wherein the means for accessing the first demographic grouping associated with the first subordinate screen name comprises:

means for using the first user identifier to identify a network service provider subaccount for the first child under the network service provider account, and

means for identifying the first demographic grouping from information associated with the identified network service provider subaccount.

125. (Previously Presented) The system of claim 124, wherein the network service provider subaccount for the first child comprises an account setup by the parent or guardian for the first child to enable the network service provider to provide limitations on access by the first child to services provided by the network service provider and to provide a customized user interface to the first child when accessing services provided by the network service provider.

126. (Previously Presented) The system of claim 123, further comprising:

means for storing, in a first entry corresponding to the first user identifier in a table, an identifier for the first demographic grouping; and

means for storing, in a second entry corresponding to the second user identifier in the table, an identifier for the second demographic grouping,

wherein the means for accessing the first demographic grouping includes means for accessing, based on the first user identifier, the identifier for the first demographic grouping in the first entry in the table, and

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wherein the means accessing the second demographic grouping includes means for accessing, based on the second user identifier, the identifier for the second demographic grouping in the second entry in the table.

127. (Previously Presented) The system of claim 116, wherein the first subordinate screen name comprises a name chosen for the first child that identifies the first child to other users when the first child is communicating with the other users online.

128. (Previously Presented) The system of claim 116, wherein the first demographic grouping is distinct from the second demographic grouping.

129. (Currently Amended) A method of tailoring a user interface ~~favorites menu~~ for a user, the method comprising:

establishing a master screen name for a parent or guardian, the master screen name being associated with a network service provider account;

logging the parent or guardian into the network service provider account under the master screen name;

while the parent or guardian is logged into the network service provider account under the master screen name, receiving, from the parent or guardian:

a first subordinate screen name for a first child of the parent or guardian, the first subordinate screen name being associated with the same network service provider account as the master screen name;

instructions to associate the first subordinate screen name with a first demographic grouping from among a list of demographic groupings;

a second subordinate screen name for a second child of the parent or guardian, the second subordinate screen name being associated with the same network service provider account as the master screen name and the first subordinate screen name; and

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instructions to associate the second subordinate screen name with a second

demographic grouping from among the list of demographic groupings, the second demographic

grouping being different from the first demographic grouping;

associating the first subordinate screen name with the first demographic grouping,

wherein the first demographic grouping designates a first favorites menu related to first content

and configured to enable access to the first content by the first subordinate screen name having

the first demographic grouping;

associating the second subordinate screen name with the second demographic

grouping, wherein the second demographic grouping designates a second favorites menu related

to second content and configured to enable access to the second content by the second

subordinate screen name having the second demographic grouping, the second content being

different from the first content;

based on the first demographic grouping associated with the first subordinate

screen name, automatically selecting the first favorites menu from among a plurality of favorites

menus that includes the first and second favorites menus;

based on the first demographic grouping associated with the first subordinate

screen name, automatically selecting a first set of user interface controls, the first set of user

interface controls comprising a common control and a second control, the second control being

selected from a group consisting of a control that is user-selectable to access stock quote

information, a control that is user-selectable to access weather information, and a control that is

user-selectable to make purchases online;

based on the second demographic grouping associated with the second

subordinate screen name, automatically selecting the second favorites menu from among the

plurality of favorites menus;

based on the second demographic grouping associated with the second

subordinate screen name, automatically selecting a second set of user interface controls, the

second set of user interface controls including the common control and not including the second

control;

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receiving, from the first child and at the network service provider account, the first subordinate screen name;

conditioned on receiving the first subordinate screen name from the first child:

automatically making a first graphical display perceivable to the first child, the first graphical display including a first toolbar and a control that is user-selectable to access the selected first favorites menu perceivable to the first child, the first toolbar including the common control and the second control, and the selected first favorites menu containing a first plurality of links, each link selectable to access particular content; and

enabling the first child to manually add links to the first plurality of links or remove links from the first plurality of links in the selected first favorites menu, wherein subsequent perception of the selected first favorites menus reveals a menu of favorites that includes added links and excludes removed links;

receiving, from the second child and at the network service provider account, the second subordinate screen name; and

conditioned on receiving the second subordinate screen name from the second child:

automatically making a second graphical display perceivable to the second child, the second graphical display including a second toolbar and a control that is user-selectable to access making the selected second favorites menu perceivable to the second child, the second toolbar including the common control and not including the second control, and the selected second favorites menu containing a second plurality of links that is different from the first plurality of links; and

enabling the second child to manually add links to the second plurality of links or remove links from the second plurality of links in the selected second favorites menu, wherein subsequent perception of the selected second favorites menus reveals a menu of favorites that includes added links and excludes removed links.

130. (Previously Presented) The method of claim 129, wherein:

automatically making the selected first favorites menu perceivable occurs in response to receiving the first subordinate screen name from the first child, and

automatically making the selected second favorites menu perceivable occurs in response to receiving the second subordinate screen name from the second child.

131. (Previously Presented) The method of claim 129, wherein the first subordinate screen name comprises a first user identifier that identifies the first child and the second subordinate screen name comprises a second user identifier that identifies the second child, the first user identifier being different from the second user identifier.

132. (Previously Presented) The method of claim 131, wherein automatically selecting the first favorites menu from among the plurality of favorites menus includes:

using the first user identifier to identify a network service provider subaccount for the first child under the network service provider account,

identifying the first demographic grouping from information associated with the identified network service provider subaccount, and

automatically selecting the first favorites menu from among the plurality of favorites menus based on the identified first demographic grouping.

133. (Previously Presented) The method of claim 132, wherein the network service provider subaccount for the first child comprises an account setup by the parent or guardian for the first child to enable the network service provider to provide limitations on access by the first child to services provided by the network service provider and to provide a customized user interface to the first child when accessing services provided by the network service provider.

134. (Previously Presented) The method of claim 131, further comprising:

storing, in a first entry corresponding to the first user identifier in a table, an identifier for the first demographic grouping; and

storing, in a second entry corresponding to the second user identifier in the table, an identifier for the second demographic grouping,

wherein automatically selecting the first favorites menu from among the plurality of favorites menus includes accessing, based on the first user identifier, the identifier for the first demographic grouping in the first entry in the table and automatically selecting the first favorites menu from among the plurality of favorites menus based on the accessed identifier for the first demographic grouping, and

wherein automatically selecting the second favorites menu from among the plurality of favorites menus includes accessing, based on the second user identifier, the identifier for the second demographic grouping in the second entry in the table and automatically selecting the second favorites menu from among the plurality of favorites menus based on the accessed identifier for the second demographic grouping.

135. (Previously Presented) The method of claim 129, wherein the first subordinate screen name comprises a name chosen for the first child that identifies the first child to other users when the first child is communicating with the other users online.

136. (New) The method of claim 109, wherein the first toolbar further includes the control for accessing the selected first favorites menu.

137. (New) The method of claim 136, wherein the control for accessing the selected first favorites menu comprises a pull-down menu control displayed in the first toolbar.

138. (New) The method of claim 136, wherein the common control, the second control, and the control for accessing the selected first favorites menu are each either a graphical button or a pull-down menu control displayed in the first toolbar.

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139. (New) The method of claim 109, wherein the common control is a graphical button displayed in the first and second toolbars.

140. (New) The method of claim 109, wherein the common control is a pull-down menu control displayed in the first and second toolbars.

141. (New) The method of claim 109, wherein the second control is a graphical button displayed in the first toolbar and not displayed in the second toolbar.

142. (New) The method of claim 109, wherein the second control is a pull-down menu control displayed in the first tool bar and not displayed in the second toolbar.

143. (New) The method of claim 109, wherein the second control comprises the control that is user-selectable to access stock quote information.

144. (New) The method of claim 109, wherein the second control comprises the control that is user-selectable to access weather information.

145. (New) The method of claim 109, wherein the second control comprises the control that is user-selectable to make purchases online.

146. (New) The system of claim 116, wherein the first toolbar further includes the control for accessing the selected first favorites menu.

147. (New) The system of claim 146, wherein the control for accessing the selected first favorites menu comprises a pull-down menu control displayed in the first toolbar.

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148. (New) The system of claim 146, wherein the common control, the second control, and the control for accessing the selected first favorites menu are each either a graphical button or a pull-down menu control displayed in the first toolbar.

149. (New) The system of claim 116, wherein the common control is a graphical button displayed in the first and second toolbars.

150. (New) The system of claim 116, wherein the common control is a pull-down menu control displayed in the first and second toolbars.

151. (New) The system of claim 116, wherein the second control is a graphical button displayed in the first toolbar and not displayed in the second toolbar.

152. (New) The system of claim 116, wherein the second control is a pull-down menu control displayed in the first tool bar and not displayed in the second toolbar.

153. (New) The system of claim 116, wherein the second control comprises the control that is user-selectable to access weather information.

154. (New) The system of claim 116, wherein the second control comprises the control that is user-selectable to make purchases online.

155. (New) The system of claim 116, wherein the first toolbar further includes the control for accessing the selected first favorites menu.

156. (New) The method of claim 129, wherein the first toolbar further includes the control for accessing the selected first favorites menu.

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157. (New) The method of claim 156, wherein the control for accessing the selected first favorites menu comprises a pull-down menu control displayed in the first toolbar.

158. (New) The method of claim 156, wherein the common control, the second control, and the control for accessing the selected first favorites menu are each either a graphical button or a pull-down menu control displayed in the first toolbar.

159. (New) The method of claim 129, wherein the common control is a graphical button displayed in the first and second toolbars.

160. (New) The method of claim 129, wherein the common control is a pull-down menu control displayed in the first and second toolbars.

161. (New) The method of claim 129, wherein the second control is a graphical button displayed in the first toolbar and not displayed in the second toolbar.

162. (New) The method of claim 129, wherein the second control is a pull-down menu control displayed in the first tool bar and not displayed in the second toolbar.

163. (New) The method of claim 129, wherein the second control comprises the control that is user-selectable to access weather information.

164. (New) The method of claim 129, wherein the second control comprises the control that is user-selectable to make purchases online.

165. (New) The system of claim 129, wherein the first toolbar further includes the control for accessing the selected first favorites menu.